

I CLAIM:

1. A multi-computer system including a network for embedding and reading a watermark, the system comprising:

5 a first digital electrical computer system comprising a first digital electrical computer electrically connected to a first input device, to a first output device, and to a first memory storing a plurality of creator identifiers and creator contact data corresponding to each of the creator identifiers;

10 a second digital electrical computer system comprising a second digital electrical computer electrically connected to a second input device and to a second output device, the second digital electrical computer being programmed to embed a watermark in a digital photographic image, the watermark including one of the plurality of creator identifiers;

15 a third digital electrical computer system comprising a third digital electrical computer electrically connected to a third input device and to a third output device, the third digital electrical computer being programmed to read the watermark in the digital photographic image to reveal the one of the plurality of creator identifiers;

a network for communicating the revealed one of the plurality of creator identifiers to the first digital electrical computer to obtain the creator contact data corresponding to the one of the plurality of creator identifiers from the memory.

20 2. The system of claim 1, wherein:

the second digital electrical computer is programmed to automatically detect for a watermark when an image is first examined by the second digital electrical computer.

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3. The system of claim 1, wherein:

the second digital electrical computer is programmed to selectably detect for a watermark when an image is examined by the second digital electrical computer.

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4. The system of claim 1, wherein:

the network includes the Internet;

the watermark includes information identifying a World Wide Web site; and
wherein

the third digital electrical computer system is programmed to load a World
Wide Web browser and connect to the World Wide Web site in response to the revealed
one of the plurality of creator identifiers.

5. The system of claim 1, wherein:

the watermark includes extended data including at least one member from
the group consisting of an organization identifier, a transaction identifier, and an item
identifier.

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